

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (Currently amended): An advertisement information providing system comprising:  
a store apparatus which sends a request to provide advertisement information;  
an advertisement providing apparatus for ~~collectively managing~~ the advertisement information requested by the store apparatus ~~a plurality of stores~~, the advertisement information ~~each having an~~ comprising a store identification number assigned for ~~each of the stores~~ corresponding to latitude and longitude information associated with the store;  
a mobile unit used by a user; and  
a navigation ~~terminal device~~ for guiding ~~a~~ the mobile unit,  
wherein the advertisement providing apparatus comprises:  
a provider for providing the advertisement information for the user; and  
a receiver for receiving ~~a~~ an arrival notification signal sent from the navigation-terminal device,  
wherein the navigation ~~terminal device~~ comprises:  
an input section for inputting the advertisement information;  
a guide section for guiding a mobile unit to the corresponding store based on the advertisement information; and  
a first transmitter for ~~sending an~~ transmitting the arrival notification signal to

the advertisement providing apparatus when the mobile unit arrives at a pointlocation in a predetermined area containing the store, the arrival notification signal including information based on the store identification number, wherein the store apparatus processes a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.

2. (Currently amended): The advertisement information providing system as claimed in claim 1, wherein the store identification number in the advertisement information contains geometrical position information of the store.

3. (Currently amended): The advertisement information providing system as claimed in claim 2, wherein the navigation terminal device further comprises an extraction section for extracting geometrical position information from the advertisement information, and wherein the guide section guides the mobile unit based on the geometrical position information extracted by the extraction section.

4. (Currently amended): The advertisement information providing system as claimed in claim 1, wherein the store identification number in the advertisement information contains a code number assigned uniquely to the advertisement providing apparatus.

5. (Currently amended): The advertisement information providing system as claimed in claim 4, wherein the navigation terminal device further comprises an extraction section for extracting the code number from the advertisement information, and

wherein the first transmitter sends the arrival notification signal to the advertisement providing apparatus corresponding to the extracted code number based on the code number.

6. (Currently amended): The advertisement information providing system as claimed in claim 1 wherein the provider in the advertisement providing apparatus is provides advertising information in a paper medium.

7. (Original): The advertisement information providing system as claimed in claim 1 wherein the provider in the advertisement providing apparatus is an advertisement information terminal storing the advertisement information.

8. (Currently amended): The advertisement information providing system as claimed in claim 7, further comprising a portable information terminal for inputting the advertisement information, the portable information terminal comprising:

an acquisition section for acquiring the advertisement information from the advertisement information terminal; and

a second transmitter for transmitting the advertisement information to the navigation terminal device.

9. (Currently amended): The advertisement information providing system as claimed in claim 8, ~~further comprising a store apparatus managed by each of the stores,~~ wherein the store apparatus comprises a first electronic payment section and a third transmitter;

the portable information terminal comprises a second electronic payment section; and when the first electronic payment section in the store apparatus and the second electronic payment section in the portable information terminal communicate with each other for conducting electronic payment, one of the third transmitter of the store apparatus and the second transmitter of the portable information terminal sends a purchase notification signal to the advertisement providing apparatus.

10. (Canceled).

11. (Currently amended): A navigation ~~terminal device~~ for guiding a mobile unit based on advertisement information published by an advertisement providing apparatus for ~~collectively~~ managing the advertisement information requested by ~~a plurality of stores~~ ~~store apparatus in a store, the advertise~~ ~~advertisement information having comprising an a~~ ~~store identification number assigned for each of the stores, store corresponding to latitude and longitude information associated with the store,~~ the navigation terminal comprising:

an input section for inputting the advertisement information;  
a guide section for guiding a mobile unit to ~~the a~~ corresponding store based on the advertisement information; and

a transmitter for sending transmitting an arrival notification signal to the advertisement providing apparatus when the mobile unit arrives at a point location in a predetermined area containing the store, the arrival notification signal including information based on the store identification number, the store apparatus processing a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.

12. (Currently amended): The navigation terminal device as claimed in claim 11 wherein only the identification number assigned in the advertisement information comprises only the store identification number assigned for the store is input through the input section.

13. (Currently amended): The navigation terminal device as claimed in claim 12 further comprising an extraction section for extracting the geometrical position information from the store identification number,

wherein the guide section guides the mobile unit based on the geometrical position information in the store identification number.

14. (Currently amended): The navigation terminal device as claimed in claim 12 further comprising an extraction section for extracting the geometrical position information from the advertisement information,

wherein the guide section guides the mobile unit based on the geometrical position

information in the store identification number.

15. (Withdrawn): An advertisement information terminal contained in an advertisement providing apparatus for collectively managing advertisement information requested by a plurality of stores, the advertisement information terminal comprising:

a database storage section for adding an identification number assigned for each of the stores and containing geometrical position information of the store to the advertisement information for storage;

a selection section for selecting the advertisement information; and

a transmitter for transmitting the selected advertisement information.

16. (Withdrawn): The advertisement information terminal as claimed in claim 15 wherein the identification number is recognized as destination information in a navigation terminal.

17. (Currently amended): A record medium storing a program to be executed in a navigation terminal device, the program comprising:

guiding a mobile unit to a store based on identification information in advertisement information published by an advertisement providing apparatus for ~~collectively~~-managing the advertisement information requested by a store apparatus in a store~~plurality of stores~~, the advertisement information ~~each having an~~comprising a store identification number assigned for

~~each of the stores store corresponding to latitude and longitude information associated with the store; and~~

~~transmitting sending an arrival notification signal to the advertisement providing apparatus when the mobile unit arrives at a pointlocation in a predetermined area containing the store, the arrival notification signal including information based on the store identification number, the store apparatus processing a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.~~

18. (Original): The record medium as claimed in claim 17, the program further comprising:

terminating the program when the arrival notification signal is sent in the sending step.

19. (Withdrawn): An advertisement information providing system comprising:  
an advertisement providing apparatus for collectively managing advertisement information requested by a plurality of stores, the advertisement information each having an identification number assigned for each of the stores,

a communication system having a plurality of base stations placed for each predetermined area; and

a portable information terminal making a predetermined contract with a communication common carrier who manages the communication system,  
wherein the advertisement providing apparatus comprises:

a provider for providing the advertisement information for the user; and  
a receiver for receiving a signal sent from the communication common carrier equipment,  
wherein the communication system comprises:

a monitor section for monitoring the current position of the portable information terminal;  
a receiver for receiving a signal from the portable information terminal; and  
a first transmitter for sending an arrival notification signal to the advertisement providing  
apparatus when the portable information terminal arrives at a point in a predetermined area  
containing the store,

wherein the portable information terminal comprises:

an input section for inputting the advertisement information;  
a second transmitter for transmitting the advertisement information to the communication  
system.

20. (Withdrawn): The advertisement information providing system as claimed in claim  
19, wherein the identification number in the advertisement information contains geometrical  
position information of the store.

21. (Withdrawn): The advertisement information providing system as claimed in claim  
19 wherein the identification number in the advertisement information contains a code number  
assigned for each advertisement providing apparatus.

22. (Withdrawn): The advertisement information providing system as claimed in claim 19, wherein when the advertisement information is input through the input section of the portable information terminal, the portable information terminal sends at least the identification number in the advertisement information to the communication common carrier by the transmitter.

23. (Withdrawn): The advertisement information providing system as claimed in claim 19, wherein the communication system further comprises an extraction section for extracting geometrical position information from the advertisement information transmitted from the portable information terminal;

a comparison section for comparing the geometrical position information extracted by the extraction section with geometrical position information of the portable information terminal monitored by the monitor section; and

the first transmitter sends the arrival notification signal to the advertisement providing apparatus when the comparison section detects the portable information terminal arriving at a point in a predetermined area containing the store.

24. (Withdrawn): The advertisement information providing system as claimed in claim 23, wherein when receiving the identification number from the portable information terminal, the communication system starts the comparison section.

25. (Withdrawn): The advertisement information providing system as claimed in claim 23, wherein when the arrival notification signal is transmitted by the second transmitter, the communication system terminates monitoring by the monitor section.

26. (Withdrawn): A communication common carrier server being connected in a communication-possible manner to an advertisement providing apparatus for collectively managing advertisement information requested by stores to be carried, the advertisement information each having an identification number assigned for each of the stores, the communication common carrier server comprising:

- a monitor section for monitoring the current position of a portable information terminal;
- a receiver for receiving a signal from the portable information terminal;
- a determination section for determining whether or not the portable information terminal arrives at a point in a predetermined area containing the store; and
- a first transmitter for sending an arrival notification signal to the advertisement providing apparatus.

27. (Withdrawn): The communication common carrier server as claimed in claim 26, wherein when a receiver receives an identification number from the portable information terminal the monitor section starts monitoring.

28. (Withdrawn): The communication common carrier server as claimed in claim 26, wherein when the determination section determines that the portable information terminal arrives at a point in the predetermined area containing the store, the first transmitter sends the arrival notification signal to the advertisement providing apparatus.

29. (Currently amended): An information terminal used with an advertisement information providing system, the information terminal comprising:

a guide section ~~for guiding which guides a mobile unit used by a user to an advertisement object point location based on provided advertisement information provided by an advertisement providing apparatus; and~~

~~a visit data transmitter for transmitting to the advertisement providing apparatus distributing the advertisement information actual visit data issued by obtained from an advertisement object to an advertisement providing apparatus distributing the advertisement information, if when the mobile unit arrives at a pointlocation in a predetermined geographic range containing the advertisement object pointlocation as guided by the guide section, wherein the actual visit data is based on the advertisement information provided by the advertisement providing apparatus.~~

30. (Currently amended): The information terminal as claimed in claim 29, further comprising an advertisement showing section for displaying the provided advertisement information on a screen or ~~guiding in a voice audibly communicating the provided advertisement~~

information, wherein

the visit data transmitter transmits advertisement providing data indicating that the corresponding advertisement information has been provided by the advertisement showing section to the advertisement providing apparatus together with the actual visit data.

31. (Currently amended): The information terminal as claimed in claim 29, wherein the guide section sets a route based on the advertisement information and guides the mobile unit into the advertisement object pointlocation.

32. (Currently amended): The information terminal as claimed in claim 29, wherein the visit data transmission section transmits position data when the mobile unit arrives at a pointlocation in the predetermined geographic range containing the advertisement object pointlocation to the advertisement providing apparatus together with the actual visit data.

33. (Currently amended): The information terminal as claimed in claim 29, further comprising a portable memory card attachable to and detachable from the information terminal, the portable memory for recording the actual visit data,

wherein when the memory card on which the actual visit data is recorded is attached to the information terminal, the actual visit data transmitter transmits the visit data to the advertisement providing apparatus.

34. (Currently amended): The information terminal as claimed in claim 29, further comprising a data input section for entering an advertisement object code-~~issued by~~ obtained from the advertisement object as the actual visit data,

wherein when the advertisement object code is entered, the visit data transmitter transmits position data to the advertisement providing apparatus together with the advertisement object code.

35. (Withdrawn): A recording medium storing a program to be executed in a computer, the program functioning as the information terminal as claimed in claim 28.

36. (Currently amended): An advertisement information providing system comprising:  
a store apparatus which sends a request to provide an advertisement information;  
an advertisement providing apparatus for providing the advertisement information;  
a mobile unit used by a user; and  
an information terminal for guiding a-the mobile unit into an advertisement object  
pointlocation based on the provided advertisement information,  
wherein the advertisement providing apparatus comprises:  
an advertisement distribution section for distributing advertisement  
information; and  
a receiver for receiving a signal transmitted from the information terminal,  
wherein the information terminal comprises:

a guide section for guiding the mobile unit into the advertisement object pointlocation based on the distributed advertisement information; and

a visit data transmission section for transmitting to the advertisement providing apparatus distributing the advertisement information actual visit data, when if the mobile unit arrives at a pointlocation in a predetermined geographic range containing the advertisement object pointlocation as guided by the guide section, for transmitting visit data issued by an advertisement object to the advertisement providing apparatus distributing the advertisement information; and

wherein the actual visit data is based on the advertisement information provided by the advertisement providing apparatus.

37. (Currently amended): The advertisement information providing system as claimed in claim 36, wherein the advertisement providing apparatus further comprises:

a billing section for requesting an advertisement client of the advertisement object to pay an introduction fee if when the advertisement providing apparatus receives the actual visit data from the information terminal.

38. (Currently amended): The advertisement information providing system as claimed in claim 36, wherein the advertisement providing apparatus further comprises:

a bonus giving section, if the advertisement providing apparatus receives the actual visit data from the information terminal, for giving a bonus to a user of the information terminal as the

user provides the actual visit data.

39. (Currently amended): The advertisement information providing system as claimed in claim 36, further comprising an advertisement client apparatus managed by an advertisement client of the advertisement object,

wherein the advertisement client apparatus comprises a visit data transmitter for sending the actual visit data to a portable memory card attachable to and detachable from the information terminal for recording the actual visit data,

when the memory card on which the actual visit data is recorded is attached to the information terminal, the visit data transmission section of the information terminal transmits the actual visit data to the advertisement providing apparatus.

40. (Currently amended): The advertisement information providing system as claimed in claim 36, further comprising an advertisement client apparatus managed by an advertisement client of the advertisement object,

wherein the advertisement client apparatus comprises:

a visit data issuing section for issuing an advertisement object code containing information concerning at least either of the advertisement object and the advertisement itself as the actual visit data,

the information terminal further comprises a data input section for entering the issued advertisement object code.

41. (Canceled).

42. (Withdrawn): An advertisement information distribution apparatus of an advertisement providing apparatus used with an advertisement information providing system, the advertisement information distribution apparatus comprising:

an advertisement distribution section for distributing advertisement information;

a receiver for receiving a signal transmitted from an information terminal for guiding a mobile into an advertisement object point based on the advertisement information; and

a bonus giving section, if visit data issued by the advertisement object is received from the information terminal, for giving a bonus to a user of the information terminal as the user provides the visit data.

43. (Withdrawn): The advertisement information distribution apparatus as claimed in claim 14, further comprising a billing section for requesting an advertisement client of the advertisement object to pay an introduction fee if the visit data is received from the information terminal.

44. (Withdrawn): A recording medium storing a program to be executed in a computer, the program functioning as the advertisement information distribution apparatus as claimed in claim 42.